

# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC) 2012



April 27 - May 2, 2012  
Salt Lake City, UT

## Conference Registration Packet

# CONFERENCE INFORMATION

## General Information

Items required to be sent via mail should be sent to: Nevada DECA, PO Box 912, Jacksonville, OR 97530

Items required to be sent via email should be sent to: [curtis@nevadadeca.org](mailto:curtis@nevadadeca.org)

### Deadlines

February 24, 2012	Intent to Compete Form (Form A) due to Nevada DECA by 5:00 p.m. VIA EMAIL to <a href="mailto:curtis@nevadadeca.org">curtis@nevadadeca.org</a>
March 2, 2012	LDA, SMI and Voting Delegate Application (Forms B) due to Nevada DECA by 5:00 p.m. VIA EMAIL to <a href="mailto:curtis@nevadadeca.org">curtis@nevadadeca.org</a>
March 9, 2012	\$100 non-refundable conference fee deposit and Forms C, C-1, D, D-1, E and G due by 5:00 p.m. VIA EMAIL to <a href="mailto:curtis@nevadadeca.org">curtis@nevadadeca.org</a> (KEEP Form F!)
	<b><i>No drops after this date. Any chapters who cancel students after this date will still be responsible for the full Quad Rate.</i></b>
March 30, 2012	All changes/substitutions due to Nevada DECA via email by 5:00 p.m.
March 30, 2012	Balance of ICDC payment due to Nevada DECA POSTMARKED by 5:00 p.m. Payment mailed to Nevada DECA, PO Box 912, Jacksonville, OR 97530.
TBA (See Form)	Payment for pre-conference rates for DECA Discount Tour Tickets due to DECA Inc. SEND DIRECTLY TO NATIONAL DECA

**-All deadlines and fees will be strictly enforced-**

**-All Registration Fees are NON REFUNDABLE-**

### Fees:

**There is a \$20 (per change) change fee for any changes made after March 9, 2012.**

# REGISTRATION FEES

Conference registration fees are based on the room type selected. See the information below for fees and explanation of those fees.

## Conference Registration Fees

Conference fees are based on registration, travel costs, materials and hotel room occupancy (single, double, triple and quad/quint). The fees DO NOT include transportation during the conference or tour tickets. All student delegates will be assigned to quad/quint rooms as much as possible. Since space is limited, expect that your students will be roomed with other chapters from Nevada. Balance of ICDC payment is subject to the final invoice from Nevada DECA.

**IMPORTANT:** The conference hotel features rooms that allow both four and five students to occupy a single room. All quintuple occupancy rooms feature two standard beds and a pullout bed, as well as two bathrooms. In order to streamline the registration process, all quad and quintuple occupied rooms will be charged the same price. If you would like to utilize our limited allotment of quintuple occupancy rooms, you **must** contact Curtis Haley in writing at [curtis@nevadadeca.org](mailto:curtis@nevadadeca.org) before the March 9 deadline in order to request such rooms. If preapproval is not received, students will be placed in quad occupancy rooms.

ICDC Costs (Per Participant)	Quint/Quad	Triple	Double	Single
Spirit Item/Conference Polo/Trading Pins/Materials	\$55.00	\$55.00	\$55.00	\$55.00
Conference Registration	\$120.00	\$120.00	\$120.00	\$120.00
Hotel	\$255.00	\$325.00	\$460.00	\$870.00
Ground Transportation (with gratuity)	\$145.00	\$145.00	\$145.00	\$145.00
<b>TOTAL COST</b>	<b>\$575.00</b>	<b>\$645.00</b>	<b>\$780.00</b>	<b>\$1,190.00</b>

Note that costs for hotel include free breakfast.

## Conference Schedule 2012

A current “tentative” conference schedule is available online at the following link:  
[http://www.deca.org/\\_docs/events-attachments/DECA\\_ICDC\\_Agenda.doc](http://www.deca.org/_docs/events-attachments/DECA_ICDC_Agenda.doc)

# POLICIES

The following policies will govern the administration of ICDC 2012:

## Advisor/Student Ratio

The DECA Inc. Board of Directors has specified that there must be a **MINIMUM OF ONE ADULT ADVISOR FOR EVERY EIGHT HIGH SCHOOL DIVISION STUDENT DELEGATES**. An adult advisor may be any adult named by the state/provincial DECA advisor to serve the state/provincial association in this capacity. He/she must register for the conference, pay the registration fee and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher educators are eligible.

**Please note that unlike SCDC, all advisors and chaperones are required by National DECA to pay the Conference Registration Fee.**

## Student eligibility

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the state/provincial DECA advisor.
- Have the approval of the chapter DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.
- Have attended the 2012 Nevada DECA State Career Development Conference, or requested and received special permission from Nevada DECA if not in attendance

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a state/provincial participant in one of the international competitive activities. Dues must be paid by March 1.
- Be an international scholarship award recipient.
- Be a state/provincial, area or regional officer.
- Be a voting delegate representing his/her state/provincial association for his/her division.
- Be a delegate to one of the following:
  - Chapter Management Academy
  - DECA LEADS
  - Leadership Development Academy
  - Senior Management Institute
  - School-based Enterprise Academy
- Be a state/provincial association delegate by receiving special permission from his/her state/provincial DECA advisor (limited to 1% of the state's/province's DECA Inc. membership in the high school division).

## **Student Supervision and Competitive Event Adult Assistants**

All adults who assist with the supervision of students must understand that their responsibilities include attending sessions, dances and recreational activities; checking rooms periodically during the day and all rooms at curfew; walking the halls for a period after curfew; and that they are subject to the Advisor Code of Conduct. Nevada works together to ensure appropriate delegate conduct and all adults are expected to supervise the behavior of all Nevada delegates.

DECA Inc. and Nevada DECA will assign adults to help provide the supervision during the specified events such as dances, socials, and late night hall duty, and to assist in the operation of competitive events. *Every advisor and chaperone associated with Nevada DECA will be assigned extra duty ICDC responsibilities. Specific assignments will be made prior to departing for the conference.*

## **Travel Policy**

All participants at ICDC are to attend both state meetings, which mark the beginning and end of the conference. An advisor meeting will be held at which time you will receive your conference registration materials (i.e., name badges, programs, pins, etc.) and other pertinent conference information. Our opening State Meeting is currently scheduled to be held directly following the opening session and our closing state meeting will be held directly following the closing session of ICDC.

## **Conference Eligibility**

Nevada DECA is allotted a certain number of competitive event and leadership development seats for ICDC. For competitive events, the top-ranking individuals and teams from the State Career Development Conference will have first choice in competing at ICDC. If those individuals or teams choose not to participate, the competitive seat will be offered to the next ranking competitor/team.

## **Intent to Compete**

All students placing in the TOP 10 of their event at the State Career Development Conference must inform Nevada DECA of their intent to compete by **EMAIL by 5:00 p.m. on Friday, February 24, 2012** by emailing the Intent to Compete Form (Form A). If Nevada DECA is not informed by that date, the student(s) will forfeit their opportunity and the competitive seat will be offered to the next ranking competitor/team. While only the top two or three students qualify for nationals, depending on the event, we need to know who from among the TOP 10 in the event would like to go so that we can quickly jump to the next eligible student/s if the top qualifiers do not choose to attend ICDC.

## **Qualification in Multiple Events**

Students may only compete in one event at the ICDC. If a student qualifies to compete in more than one event, he/she must choose which event he/she will compete in and notify Nevada DECA, using the Intent to Compete Form (Form A), **by EMAIL by 5:00 p.m. on Friday, February 24, 2012.**

## Written Events

All written events are to be brought to the ICDC and submitted during the scheduled briefing sessions. At that time, event managers will verify registration of the individual manuals and have the participants complete registration cards. All written events must be submitted in DECA folios and meet all criteria specified in *The DECA Guide 2011-2012*.

## Changes/Substitutions/Drops

**(No drops after March 9, 2012, No changes/substitutions after March 30, 2012)**

Chapters with students submitting deposits who drop out after **March 9, 2012** will be charged for the full cost of the appropriate Conference Rate for each student who drops out. Chapters may find a replacement student, either from their own chapter or by working with another chapter, to take the place of the student who dropped and have until **March 30, 2012** to do so. This policy is implemented because immediately following the deposit deadline, travel plans are confirmed, confirmations sent to the hotel, conference supplies and materials purchased, and other expenditures incurred in behalf of those who submit deposits. All changes/substitutions to original registration must be made in writing. No changes will be accepted after **March 30, 2012**.

## Chapter Balances

All chapter ICDC balances must be paid in full and chapters must have a zero account with Nevada DECA to be eligible to attend ICDC. Chapters with outstanding balances will not be allowed to attend the conference.

## Conference Transportation

Transportation to the Salt Palace Convention Center will be provided throughout the conference for all outlying hotel guests in the Salt Lake City area. Pick up/Drop off areas will be clearly marked at each hotel and the convention center.

## Service for the Special Needs Students

We want to make every opportunity available for our special needs members to participate in the ICDC. A form is enclosed to identify students that need special services. We will work with the school and/or state/provincial association to provide the appropriate services. It is critical that DECA Inc. receives the attached form by the March 28 due date in order to arrange the appropriate services.

## ICDC Dress Code

Attached is a copy of the ICDC dress code and code of conduct. Please make certain that all conference attendees are made aware of the requirements. The dress code is also published in the DECA Guide and will be published in the ICDC program.

## Competitive Events

Many of your chapter members will participate in the competitive events program at ICDC. Here are a few tips.

The use of cell phones will not be allowed in the competitive event halls. Cell phones must be in the off position.

All participants must have a photo ID at each of the competitive event sessions.

Every effort will be made to strictly enforce the penalty points as printed in the DECA GUIDE. The local advisors/competitors are encouraged to review the competitive event guidelines carefully before submitting their event.

Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs within the manual must be scanned and placed as digital files.

Display materials must meet the guidelines published in the DECA GUIDE. Boards can be used on both sides. All items mounted on the boards must fit within the dimensions of the board.

Participants are encouraged to bring all visual aids to the briefing session for approval. Approved visual aid materials may be re-evaluated by event staff during preliminary and final competition.

All participants must attend the testing/event briefings/manual registration sessions scheduled for their competitive event during the International Career Development Conference. If a student does not attend the testing/briefing/manual registration session, (s)he will NOT be allowed to compete and will be dropped from the event or the team..

All written event entries are to be brought to the conference and submitted during the scheduled briefing sessions.

## **LEADERSHIP ACADEMIES**

There is something for everybody at ICDC—those not fortunate to make the cut in competitive events, members who joined your chapter this spring, chapter officers, advisors and more. Read about the leadership academies and sign your members up to learn leadership and chapter management skills. Catch the DECA Spirit! Consult your state/provincial advisor to participate in leadership academies.

## **Senior Management Institute**

The Senior Management Institute (SMI) is available to all high school seniors who are NOT participating in the ICDC competitive events program. The purpose of the Institute is to help seniors transition to their next stage of life, whether it be business or college. The Institute concentrates on teamwork skills, including committee work, group dynamics, decision-making and conflict resolution. Attendees will prepare an action plan for life and a personal mission statement.

On Sunday morning, DECA members attending the Senior Management Institute will connect with top corporate executives in tabletop discussions. Through this Executive Mentor Program the executives will share their experience and strategies for succeeding in life after high school.

All high school seniors who are not participating in ICDC competition may attend the Senior Management Institute. Consult the state/provincial advisor for approval.

## **DECA LEADS**

The DECA LEADS program has been developed for high school state/provincial officers and provides a unique opportunity to dive into advanced team and leadership building with the help of leadership professionals, members of DECA Inc. and members of the current National Officer Team. DECA LEADS emphasizes the essential plans, goals, action items and skills needed to achieve success within their state or province.

## **Leadership Development Academy**

The Leadership Development Academy (LDA) engages your members with DECA in all of the vital levels:

- Learning life-long leadership skills
- Catching the enthusiasm of this dynamic organization
- Meeting like-minded students and making positive memories

Every student who attends this stimulating, interactive academy will leave with not only the knowledge of leadership and chapter management skills but with a new spirit and outlook for involvement in the DECA chapter, a spirit that will spill over to life outside of DECA and to any chosen career path as well. Students attending the academy are generally freshmen, sophomores and juniors and may not take part in the ICDC competitive events program. Participants will complete the LDA experience at a special graduation ceremony. Consult your state /provincial advisor for approval.

## **Chapter Management Academy**

The Chapter Management Academy (CMA) is a venue to teach potential and current chapter officers' skills for running an effective chapter. Business professionals make presentations on topics such as community involvement, organization management and leadership, project management, presentations skills, event planning and public relations. The academy will motivate your key members and teach them how to be a force in developing your DECA chapter. You must register for this academy through the state/provincial advisor.

## **School-based Enterprise Academy**

Gold level certified and re-certified school-based enterprises may send delegates to the School-based Enterprise Academy. Members who attend the academy will learn new strategies and skills for improving their SBE. SBEs occupy a special place of importance within the marketing/business curriculum, and this creative academy offers cutting-edge resources. Consult the state/provincial advisor regarding registration for this academy.  
Attire for Academies

The leadership activities/institutes attire is expected for the Leadership Development Academy, DECA LEADS, Senior Management Institute, Chapter Management Academy, and School-based Enterprise Academy.

## **New Advisor Academy**

Designed to help advisors incorporate DECA's comprehensive learning program into the classroom and provide strategies for chapter management, DECA's New Advisor Academy will spark new ideas and innovations. Advisors of all experience ranges are invited to attend, but

those with less than three years of experience are highly encouraged to participate. You'll learn how DECA supports instruction and makes classroom learning meaningful, rigorous and relevant. Register for this event through your state/provincial advisor.

### Voting Delegates

Voting Delegates play an important role at the ICDC. These individuals coordinate caucusing activities and represent the state's choice for the new National Officer Team. Excellent communication and leadership skills are essential. Students interested in serving, as a Voting Delegate at ICDC 2012, should submit **Form B** by **EMAIL** by **5:00 p.m. on March 1, 2012**. Voting delegates are required to attend the briefing and the campaign sessions—one regional and the president's and the election session.

### State Picture

Nevada DECA's State Picture will be taken during ICDC at the Salt Palace Convention Center. The time will be communicated via email well in advance of the conference. All chapters must arrive no later than 15 minutes before the scheduled time for staging of the state picture.

### What's Next?

2012 ICDC, Salt Lake City, Utah	April 28 - May 1
2012 SAM Conference, Anaheim, California	August 16 - 18
2013 ICDC, Anaheim, California	April 24 - April 27
2014 ICDC, Atlanta, Georgia	May 3 - May 6
2015 ICDC, Orlando, Florida	April 25 - 28

## SPECIAL EVENTS

### PARADE OF STATE/PROVINCIAL FLAGS

One of the highlights of the Grand Opening Session will be the Parade of Flags. Each state/provincial advisor will be requested to select **ONE** participant to represent your state/province during the Parade of State/Province Flags. The representative will be **required** to wear the official DECA blazer with business attire to the opening general session and to be present during the rehearsal. Any state/provincial association not represented during rehearsal will not be permitted to have their flag posted during any of the conference sessions.

### DECA DASH FOR THE DIAMONDS 5K RUN/WALK

Back by popular demand, the second DECA Dash for the Diamonds 5K Run/Walk, sponsored by Finish Line and other corporate partners, will be even better than the first. Join thousands of DECA members who will walk or run Saturday, April 28, to raise money for the Muscular Dystrophy Association and DECA's scholarship fund. Participants will compete in a variety of categories and earn awards from our corporate partners. Learn more at <http://www.deca.org/events/5k>.

# TRANSPORTATION

## Travel Policy/Information

All chapters must travel together with Nevada DECA as a group. All participants at ICDC are to attend both state meetings, which mark the beginning and end of the conference. An advisor meeting will be in the conference city at which time you will receive your conference registration materials (i.e., name badges, programs, pins, etc.) and other pertinent conference information. Our closing state meeting will be held directly following the closing session of ICDC. All Nevada DECA Chapters from the Clark County School District are **REQUIRED** to travel together to and from ICDC with the Nevada DECA group busses. Nevada DECA will work with Northern Chapters to arrange travel out of the North.

## Bus Information

Nevada DECA will be travelling to Salt Lake City via bus. The tentative itinerary for travel is as follows (subject to change):

Departure Date: Friday, April 27, 2012

Departure time: TBD - will arrive in Salt Lake City before 3:00pm

Departure location: 9890 S Maryland Parkway in Las Vegas

Destination: Residence Inn Salt Lake City Airport, 4883 Douglas Corrigan Way, Salt Lake City, UT 84116

Return Date: Wednesday, May 2, 2012

Departure time: 8:00 a.m.

Departure location: Residence Inn Salt Lake City Airport, 4883 Douglas Corrigan Way, Salt Lake City, UT 84116

Destination: 9890 S Maryland Parkway in Las Vegas

# LOGGING

## Conference Facility

The conference will be held in the following location:

Salt Palace Convention Center  
100 S. West Temple  
Salt Lake City

## Hotel Information

Nevada DECA will be housed at the following hotel for the duration of the conference:

### Residence Inn Salt Lake City Airport

4883 W Douglas Corrigan Way  
Salt Lake City, UT 84116  
(801) 532-4101

## Hotel Reservations

Nevada DECA will coordinate all hotel reservations. All student delegates will be assigned to quad or quintuple occupancy rooms. Advisors will be assigned to double rooms with another advisor of the same gender unless advisors request otherwise and in the case of a Triple or Quad request, provide names of advisors who are willing to room with them. Preferred roommate(s) should be listed on the Hotel Spreadsheet. If the advisor prefers a single room please include a note in the notes section of the Excel Spreadsheet indicating that you are requesting your own room.

While every effort is made to meet the rooming requests, it is not always possible to meet all requests. Chapters must request all possible quads and may only request one room of each gender not in a quad-occupancy room. For example, if you have 6 male students attending you cannot place 3 in one room and 3 in another room on your rooming list. You must fill the quad and then carry over the remaining students so that you have 4 in one room and 2 in the next.

Please note that some rooms will have one bed and one pullout sofa.

***IMPORTANT: The conference hotel features rooms that allow both four and five students to occupy a single room. All quintuple occupancy rooms feature two standard beds and a pullout bed, as well as two bathrooms. In order to streamline the registration process, all quad and quintuple occupied rooms will be charged the same price. If you would like to utilize our limited allotment of quintuple occupancy rooms, you must contact Curtis Haley in writing at [curtis@nevadadeca.org](mailto:curtis@nevadadeca.org) before the March 9 deadline in order to request such rooms. If preapproval is not received, students will be placed in quad occupancy rooms***

# ADVISOR CONDUCT

## PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. The purpose of the committee will be to act upon all violations of the **Delegate Conduct Practices and Procedures** within the division. Collegiate and alumni members will be expected to follow the policies established for the High School Division since these divisions have chosen to meet during the High School Division Conference. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the **Delegate Conduct Practices and Procedures and ICDC Dress Code** may be found in this section. **The dress code applies to all participants while in the convention center and convention facilities.** The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. State/Provincial advisors may wish to bring these forms with them to the conference for possible reference. **PLEASE DO NOT MAIL TO DECA INC.**

The state/provincial advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the **Conference Conduct Practices and Procedures**.

## CODE OF ETHICS FOR ADULT ADVISORS

DECA offers training to those students who have a career objective in the field of marketing, finance, hospitality, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's International Career Development Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each state/province shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the Delegate Conduct Practices and Procedures and the Dress Code are called to your attention for review and should govern the behavior of advisors as well as students.

# DELEGATE CONDUCT

The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the **Attendance Permission Form** and return to the DECA advisor as partial completion of attendance requirements.

- The term “delegate” shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including general sessions, workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- State/Provincial associations will be responsible for delegates’ conduct.
- Delegates ignoring or violating any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.

*Continued on Next Page*

## ***Conduct Continued***

- Sexual conduct, material, and/or behavior are prohibited
- The Dress Code will be followed at all times.
- Curfew regulations shall be interpreted to mean:
- All student delegates will be in their assigned rooms at the time stated in the agenda until 6:00 a.m. the following morning.
  - The noise level will be inaudible to anyone passing in the hall.
  - Room-to-room telephone calls will cease at curfew.
  - No delivery of food items to rooms after curfew.
- Participants in the presence, and/or having direct knowledge (not hearsay or rumor) of conduct violations must immediately separate themselves from the situation and report the violation to their advisor. Failure to do so will be viewed as the equivalent to participating in the transgression.
- Minimum penalties for violations of this conduct code may be imposed at the discretion of the advisor, state management team, and/or the Board of Advisors. Additional penalties may also be imposed at the discretion of the chapter advisor and/or school officials according to individual school district policies and guidelines.
- Participants with any concern about event procedures and/or judging of events **MUST** follow National DECA's Grievance Procedure. Judges will not be personally confronted at any *time*.
- Participants must abide by all rules and regulations of DECA, appropriate school district policies, and applicable laws and ordinances from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
- Student use of tobacco products will not be permitted from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
- Students of the opposite sex shall not be permitted to be in the same room unless the door is fully open so that someone in the hall may have a clear view into the room or the advisor is present.